



THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Kay et al  
Serial No.: 09/216,206  
Filed: December 18, 1998  
Title: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

Atty Docket: FLK-002.01  
Art Unit: 2767  
Examiner: James Myhre

Assistant Commissioner of Patents  
Washington, D.C. 20231

**Certificate of First Class Mailing**

I hereby certify that the attached Response to Office Action is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on the date set forth below.

10/11/00  
Date of Signature and Mail Deposit

By:

Robert P. King

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**Response to Office Action**

Please amend the application as follows:

**In the Claims:**

1) (Amended) A system for making advertisements available to web sites on the Internet which

includes:

a web server which stores advertisements,  
means for supplying selection criteria for view-ops which have particular characteristics, and  
bid selection logic which makes calculations as each view-op is presented to determine[s] if an  
advertisement should be supplied in response to a particular view-op, said calculations [taking

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02 FC:203